

Fashion Calendar

1949

March
28
1949

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44 WEST 52nd STREET • NEW YORK 19

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A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 25, 1949</u>			
Friday March 25 7:30 P.M.	"HOW TO PLAN A PUBLICITY CAMPAIGN" Fourth in series of 10 Friday evening "Shop Talk Clinics" with a discussion of Industrial and Institutional Publicity and Fund Raising. Speakers: Brahma Chalefman Hutchins, Sheldon, Morse, Hutchins & Easton Agency; Wm. Adams Littell, Account Director, Memorial Hospital; Lucille Clarke, Radio Director, American Red Cross. Cost of individual lectures: \$1.00 (for members only). Contact: Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
<u>WEEK BEGINNING MONDAY, MARCH 28, 1949</u>			
Monday March 28 7:30 P.M.	PUBLIC RELATIONS DISCUSSION "Public Relations - What it is - How to use it - Opportunities for Women". Speaker: Denny Griswold, Editor, Public Relations News. Admission free for members of Advertising Women of N.Y.; \$1.00 for each guest. Contact: Margaret Stark, Chairman, LU. 2-2880.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR NORTH BALLROOM-8TH FL.
Beginning Monday March 28	WINDOW DISPLAY CONTEST WITH BERMUDA LILIES A national contest featuring Bermuda Lilies in window displays of department stores and specialty shops will take place from March 28 until Easter. The three winners will receive a trip to Bermuda for two, with a week's stay at one of the leading hotels. Judges: Toni Robin of Holiday Magazine; Lester Gaba; and Lester Loh. Publ.: Elizabeth Maher, EL. 5-4248.	BERMUDA TRADE DEVELOPMENT BOARD	DEPARTMENT STORES AND SPECIALTY SHOPS
Beginning Monday March 28- April 2	JOAN OF ARC'S COSTUME ERA Color reproductions depicting the 15th Century period from which costumes were taken for the current motion picture, "Joan of Arc" starring Ingrid Bergman -- selected and exhibited from the viewpoint of fashion inspiration. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Tuesday March 29 11:00 A.M.	PRESS SHOWING OF CUSTOM-ORDER MILLINERY Preview of an original collection of millinery and accessories for Spring and Summer. Make-up by Helena Rubinstein. Attendance by invitation only. Contact: PL. 5-6498.	OMIE MONCE	36 CENTRAL PARK SO. SALON
Cancelled March 29	THE LUNCHEON SHOWING OF GOWNS BY JONAI, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 29, AT 1:00 P.M., AT THE RITZ-CARLTON HAS BEEN CANCELLED.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 29 4:00 P.M.- 7:00 P.M. Cocktails	COMPACTS AND COCKTAILS FOR THE PRESS The complete new line of Paul Flato Original compacts will be shown to the fashion and beauty press. The unique kit-enclosed compact-and-lipstick combination will have nation-wide distribution. There will be "Pyramid" prizes for the press. Publicity: Dorothy Verrill, MU. 6-9176.	PAUL FLATO	20 EAST 35TH STREET SUITE 2 M
Cancelled March 29	THE SPRING MILLINERY BUDGET FASHION SHOW BY THE MILLINERY FASHION BUREAU AND MILLINERY STABILIZATION COMMISSION, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 29 AT 7:00 P.M., HAS BEEN CANCELLED.		
Wednesday March 30 1:00 P.M. Luncheon	SPRING FURS AT LUNCHEON SHOW "An Easter Dream in Furs" -- Spring collection of Ritter Originals, designed by Leo Ritter. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RITTER BROTHERS	WALDORF-ASTORIA SERT ROOM
Wednesday March 30 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION Fashion show for the benefit of the Good Will Welfare League with gowns by Bette Segel; hats by Leora Creations; furs by Morgenstein & Hammer; suits by I. Morton; hairstyles by Guro; bags by Tyrolean. Tickets: \$6.50; contact: EL. 5-8644. Commentators: Ruth Taylor & Robin Morgan. Publicity: Herbert Lannard, WA. 3-5396.	GOOD WILL WELFARE LEAGUE	HOTEL ASTOR BALLROOM
Wednesday March 30 2:30 P.M.	SHOWING OF FASHIONS FOR SPRING 1949 Presentation of Spring fashions, including dresses, suits, coats and accessories. Open to public. Publicity: R.C. Rulnick, TR. 5-8100, Ext. 315.	FREDERICK LOESER & CO.	GARDEN CITY HOTEL GARDEN CITY, L.I.
Thursday March 31 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Luncheon showing of custom-order fashions for Spring. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Farquharson & Wheelock contact: PL. 3-1436. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	FARQUHARSON & WHEELOCK (23 WEST 57TH STREET)	HOTEL PLAZA TERRACE ROOM
Thursday March 31 4:00 P.M. Cocktails	PREVIEW FOR OPENING OF MILLINERY SALON The American-Indian designer Ishtiopi will open his millinery salon with a special preview for the press. By invitation only. Ishtiopi contact: TR. 9-6654. Publicity: Mary Alice Rice, CI. 6-1790.	ISHTIOPI, INC.	22 EAST 67TH STREET SALON
Thursday March 31 10:00 P.M.- 10:30 P.M.	PREMIERE: "THIS IS PARIS" RADIO SERIES A regular weekly radio variety program will originate from the Mirror Room of the Cafe de la Paix in Paris, with each broadcast recorded in Paris and flown to the U.S. There will be informative previews of the latest Parisian styles and interviews with leading French fashion designers Maurice Chevalier will be featured on each program with Claud Dauphin as M.C. The first fashion guest will be Gaumont Lanvin. Publicity: Maria Caterine, Mutual Broadcasting System, PE. 6-9600.	MUTUAL BROADCASTING SYSTEM	STATION WOR 710 ON DIAL

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 1 1:00 P.M. Luncheon	SHOWING OF DIOR'S AMERICAN COLLECTION Luncheon showing sponsored by the Goddard Neighborhood Center, presenting Dior's first American designed collection. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CHRISTIAN DIOR -- NEW YORK	HOTEL PIERRE COTILLION ROOM
Saturday April 2 1:00 P.M. Luncheon	BENEFIT SHOWING: SPRING AND SUMMER FASHIONS Benefit fashion show for Jack and Beatrice Hunter League with gowns by Marie-Yates, Inc.; furs by M. Weinstein, Inc.; hats by Rose Saphire; hairstyles by Guro; bags by Tyrolean. Tickets: \$6.50; contact: Mrs. Fastenberg, MO. 9-5693. Commentator: Ruth Taylor. Publicity: Herbert Lannard, WA. 3-5396.	MARIE-YATES, INC. (41 WEST 57TH ST.)	HOTEL ASTOR GRAND BALLROOM
Monday April 4 10:00 A.M.	"FASHIONS IN CANVAS" SHOWING FOR PRESS John Grey's new collection of Fall fur models in canvas will be presented to the press. Attendance by invitation. Contact: John Grey, PE. 6-6956.	JOHN GREY (350 SEVENTH AVE.)	HOTEL STATLER MEZZANINE
Monday April 4 4:00 P.M. Cocktails	PRESS SHOWING OF SUMMER COTTON DRESSES Nali-Bee will present a press showing of moderately priced daytime cottons for summer. By invitation only. Publicity: Marion Ostroff, PE. 6-5520.	NALI-BEE DRESS CO.	1350 BROADWAY ROOM 1611
Monday April 4- April 7	INTERNATIONAL BEAUTY SHOW FOR 1949 Hairstyle forecasts for Spring and Summer 1949, with ten styles covering all ages of customers, from teens to matrons. New styles will be created by eight guest artists: Anthony Colletti, Virginia Marold, Jack Le Goms, Stanley, Caruso, May di Zazzo, Sandra Fields, Michel of Paris. Tickets: \$1.20 to \$3.30. Managing Director: Joseph Byrne. Publicity: Lucille Egelhoff, BU. 8-5948.	INTERNAT'L BEAUTY SHOW (19 WEST 44TH STREET)	GRAND CENTRAL PALACE LEX. & 45TH STREET
Monday April 4- April 5	EASTER "ACCESSOSCOPE" SHOW IN PHILADELPHIA The "Accessoscope" showing of Coro Jewelry and Glentex Scarfs will be presented at 11:00 A.M. and 3:00 P.M. on Monday, April 4 and Tuesday, April 5 at Gimbel's, Philadelphia. (This is a consumer version of the show presented to the press on Jan. 10 in N.Y.) Coordinator and Publicity: Ann R. Silver Associates, MU. 7-8654.	CORO JEWELRY; GLENTEX SCARFS	GIMBELS PHILADELPHIA
Tuesday April 5 1:00 P.M. Luncheon	SUMMER COTTONS AT LUNCHEON SHOW Zachary Bogert's 1949 collection of Summer clothes for street, resort, play and evening wear. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Publicity for Cotton Shop: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publ.: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 5 1:00 P.M. Luncheon	BENEFIT LUNCHEON AND FASHION SHOW Sydell will present suits, dresses, cocktail and evening fashion for Spring and Summer at a show for the benefit of the Forest Hills Women's Division of the Jewish Center. Hats from John Frederics. For tickets: contact: Mrs. Guterman, BO. 8-9334. Publicity: Rosamond Hanscom, TE. 8-8000.	SYDELL (666 FIFTH AVE.)	WALDORF-ASTORIA WEDGWOOD ROOM

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Tuesday April 5 2:30 P.M.	HENRY ROSENFIELD'S SUMMER FASHIONS Henry Rosenfeld toasts navy for Summer with his newest crisp collection, to be presented at Russeks. Open to public. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	YOUNG 7TH FLOOR
April 6	ARMY DAY (Wednesday).		
Wednesday April 6 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Dein Bacher will present fur fashions during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	DEIN BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday April 6 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Nettie Rosenstein's fashions for Spring will be presented during luncheon, for the benefit of the Generosity Thrift Shop. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	NETTIE ROSENSTEIN	HOTEL PIERRE COTILLION ROOM
Wednesday April 6 2:30 P.M.	SHOWING OF FASHIONS FOR THE BRIDE Altman's will present a bridal fashion show including complete trousseaux. Open to public. Publicity: Etta Daub, MU. 9-7000, Ext. 412.	B. ALTMAN & CO.	3RD FLOOR
Wednesday April 6 11:00 P.M. Supper Dance	DEGAS PAINTINGS: GOWNS BY CEIL CHAPMAN Ceil Chapman has created a group of 20 gowns, inspired by the pastel portraits of the French Impressionist painter Degas. This is being held in conjunction with the loan exhibition of Degas paintings at the Wildenstein Gallery, for the benefit of the N.Y. Infirmary. These gowns will be presented by society women in a special tableau during a Spring supper dance, following an invitation preview of the exhibition. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000. (The Degas exhibition will be open to the public at the Wildenstein Gallery, 19 East 64th St., 10:00 A.M. to 5:30 P.M. from April 7 until May 14. Admission: 60¢, with all proceeds for N.Y. Infirmary).	FOR BENEFIT OF N.Y. INFIRMARY	WALDORF-ASTORIA STARLIGHT ROOF
Thursday April 7 11:15 A.M.	NEW HAIR STYLES BY GUILLAUME OF PARIS Lenthaleric will invite the press to see new hair styles by Guillaume of Paris. Attendance by invitation only. Publ.: Kay Inglis-Jones, PL. 3-6300.	SALON LENETHERIC	5TH AVE. & 53RD ST. 2ND FLOOR
Thursday April 7 12:30 P.M. Luncheon	"SPRING IS IN THE 'HAIR'" LUNCHEON With the first breath of Spring, Hughes is introducing "Breath-taking" new designs and materials for brushes at a luncheon for the newspaper and magazine press. Attendance by invitation only. Publicity: Pauline Parker, CH. 4-3000.	TEK HUGHES, INC.	HOTEL PIERRE ROOF GARDEN
Cancelled April 7	THE LUNCHEON SHOWING BY PRESENTS UNLIMITED, ORIGINALLY SCHEDULED FOR THURSDAY, APRIL 7, AT 1:00 P.M. AT HOTEL PLAZA, HAS BEEN CANCELLED.		

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Thursday April 7 1:00 P.M. Luncheon	SPRING AND SUMMER SPORTSWEAR AT LUNCHEON	SPORT AND TRAVEL (511 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
	Sport and Travel will present suedes, tweeds, worsteds, pure silks, cottons for travel and resort wear. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Sport and Travel Contact: Zita Flaut, PL. 8-0881. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
April 10	PALM SUNDAY.		
Week Of April 10	HOLY WEEK	No regular luncheon fashion shows have been scheduled at the following hotels during Holy Week: Ritz Carlton, Waldorf-Astoria, Pierre.	
Wednesday April 13 1:00 P.M. Luncheon	PREMIERE SHOWING OF MILLINERY AT LUNCHEON	ISHTIOPI, INC. (22 EAST 67TH ST.)	HOTEL PLAZA TERRACE ROOM
	Ishtiopi will celebrate the premiere of the opening of his millinery salon with a luncheon at the Hotel Plaza. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Ishtiopi and Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
Cancelled April 14	THE LUNCHEON SHOWING BY RUSSEKS FIFTH AVENUE, ORIGINALLY SCHEDULED FOR THURSDAY, APRIL 14 AT 1:00 P.M. AT THE HOTEL PLAZA HAS BEEN CANCELLED.		
April 14	HOLY THURSDAY.		
April 14	FIRST DAY OF JEWISH PASSOVER. (Thursday).		
April 15	GOOD FRIDAY.		
April 17	EASTER SUNDAY.		
Tuesday April 19 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have a fabric luncheon meeting. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests (limited to one for each member). Contact: The Fashion Group, Inc., CI. 7-3940.		
Tuesday April 19 4:30 P.M.- 6:00 P.M.	CELEBRATION OF NAT'L DISTRIBUTION OF "TIDE"	PROCTER & GAMBLE	HOTEL PLAZA WHITE & GOLD SUITE
	Proctor & Gamble will celebrate the national distribution of its washing product "Tide". Speaker will be a representative of Procter & Gamble. For household editors, by invitation only. (Note change of date). Publicity: Nellie-Mae Leonard, Verne Burnett Associates, MU. 7-9030.		
Thursday April 21 1:00 P.M. Luncheon	HAIR STYLES AT LUNCHEON SHOW	BERTHOLD (22 EAST 54TH ST.)	HOTEL PLAZA PERSIAN ROOM
	"Hairstyles To Go With Summer Fashions" -- will be presented by Berthold at a luncheon show. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Berthold Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.		
April 24	DAYLIGHT SAVING TIME BEGINS IN N.Y. (SUNDAY). (Move clocks back one hour).		

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Tuesday April 26 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ST. LOUIS FASHION CREATORS	RITZ CARLTON HOTEL OVAL ROOM
	The St. Louis Fashion Creators will present Summer fashions during a luncheon show. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Publicity for St. Louis Creators: Joan Gardner, 818 Olive St., St. Louis. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday April 26 1:00 P.M. Luncheon	BENEFIT SHOW: SPRING AND SUMMER FASHIONS	SYDELL	HOTEL ASTOR BELVEDERE ROOM
	Fashion show for benefit of Hebrew Children's Home, with a presentation of Spring and Summer custom-order fashions by Sydell. Tickets: \$7.50; contact: Mrs. A. F. Carman, JE. 7-3171. Sydell contact: PL. 8-0892.		
Thursday April 28 12:15 P.M. Luncheon	READY-TO-WEAR LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have a ready-to-wear luncheon meeting. Details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
May 1	MAY DAY (Sunday).		
May 1	NATIONAL BABY WEEK (May 1 - May 7).		
May 1	NATIONAL MUSIC WEEK (May 1 - May 7).		
May 1	NATIONAL FAMILY WEEK (May 1 - May 8).		
Wednesday May 4 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Showing of Summer fashions will be presented during luncheon by Arnold Constable. Press by invitation. Public by reservation; contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Lou Hutchison, MU. 5-2300. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Sunday May 8	MOTHER'S DAY Theme: "Everybody's in Love with Mom!"		
Monday May 9 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
	Summer fashions by the Tailored Woman will be presented during luncheon. This will be the first luncheon fashion show at the St. Regis Roof for the Summer season. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Publicity: Mary Alice Rice, CI. 6-1790.		
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK	COTTON-TEXTILE INSTITUTE, INC.	THROUGHOUT THE COUNTRY
	The nineteenth Annual National Cotton Week, sponsored jointly by the Cotton-Textile Institute and National Cotton Council, is being scheduled one week earlier than in previous years. There will be retail store participation throughout the country, cotton carnivals in many Southern cities, and special programs in schools. Publicity: Charles K. Everett, Cotton-Textile Institute, Inc., WA. 5-4004.		

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Tuesday May 10- May 13	EIGHTEENTH NATIONAL PACKAGING CONFERENCE	AMERICAN MANAGEMENT ASSOCIATION	ATLANTIC CITY
	National Packaging Conference and Exposition with more than 200 manufacturers of machinery equipment, material, supplies and services displaying their products to show new developments in packaging, production and marketing operations. There is no admission charge for the exposition. Fee for conference: \$4.00 to \$12.00. Contact: American Management Ass'n., 330 West 42nd St., BR. 9-6055.		
Wednesday May 11 12:30 P.M. Luncheon	PREVIEW OF FALL FASHIONS IN LINGERIE	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
	M. C. Schrank will present lingerie for Fall in nylon, cotton, rayon and flannelette. By invitation only. Publ.: Norma Rambach Reese, LA. 4-4282.		
Wednesday May 11 1:00 P.M. Luncheon	CRUISEWEAR AND DRESSES AT LUNCHEON SHOW	MARGARET NEWMAN	WALDORF-ASTORIA SERT ROOM
	Margaret Newman will present a collection of Summer clothes which will be available at The Cotton Shop. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Margaret Newman Publicity: Ann Rabin, MU. 8-3823. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday May 11 1:00 P.M. Luncheon	BENEFIT SHOWING OF SUMMER FASHIONS	CAMP LEAGUE FOR UNDER- PRIVILEGED CHILDREN	HOTEL PLAZA GRAND BALLROOM
	Cruisewear and dresses by Margaret Newman will be presented at a luncheon show for benefit of Camp League for Underprivileged Children. Tickets: \$6.50; contact: Mrs. Sol Leibner, DE. 2-8586. Margaret Newman Publicity: Ann Rabin, MU. 8-3823.		
Thursday May 12 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	The Fashion Group will have a Home Furnishings luncheon meeting. More details later. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.		
May 15	STRAW HAT DAY (Sunday).		
Tuesday May 17 10:00 A.M.	ANNUAL JUVENILE FASHION CLINIC	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
	Parents' Magazine will present their infants' and children's wear fashion clinic for retail stores and resident buying office executives. At the morning clinic, from 10:00 A.M. to 12:00 Noon, Mrs. Beryl Tucker, fashion editor of Parents' Magazine, will present clothes of interest to the children's wear buyers and boys' wear buyers. At the afternoon clinic, from 2:30 P.M. to 4:30 P.M., Nancy Pepper, Fashion Editor of "Calling All Girls", Parents' Institute teen magazine will present a preview of Fall teen fashions, selected from the back-to-school issues of "Calling All Girls" Magazine. There will be a luncheon at 12:30 P.M. with the following speakers: Richard G. Bond, Vice-President of John Wanamaker, Phila.; George Engel, Jr., Secretary of Jane Engel, Inc.; James G. Kendrick, President of the Infants' and Children's Wear Buyers Association. Tickets: \$17.50 for entire day; \$12.50 for morning clinic; \$6.00 for luncheon alone. Contact: Monroe Michels, Promotion Director of Parents' Magazine, 52 Vanderbilt Avenue, MU. 5-4400.		

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Tuesday May 17-	ANNUAL TOILET GOODS CONVENTION	TOILET GOODS ASS'N. (9 ROCKEFELLER PLAZA)	WALDORF ASTORIA
May 19	The presentation of the Charles S. Welch Awards for Packaging, Merchandising and Advertising will highlight the opening day. There will be business meetings on all three days. The Scientific Section of the T.G.A. under the chairmanship of Dr. Everett G. McDonough, will conduct symposiums during the course of the convention to discuss current technical developments and problems. General meetings will consider such problems of the industry as the latest development in packaging, merchandising, advertising, publicity and marketing research. Contact: Edward D. Russell, PE. 6-1100; or J. W. Thayer, MU. 6-4300.		
Wednesday May 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
	Russeks will present a showing of Summer fashions during luncheon. Press by invitation. Public by reservation. Contact: "Frank", head-waiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office, Annette Goodrich, EL. 5-3000.		
Thursday May 19 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 E. 57 St.)	HOTEL ASTOR BALLROOM
	Winning designs by students of Parsons School of Design will be presented at their twenty-fifth annual fashion show. Admission to afternoon showing: \$1.20; evening showing: \$1.80. Contact: Elizabeth Wenig, PL. 8-2943.		
May 21	NATIONAL FOOT HEALTH WEEK. (May 21 - May 28).		
May 22	WORLD TRADE WEEK (May 22 - May 29).		
Monday May 23 10:30 A.M.	SECOND POPULAR PRICED SHOE FASHION SHOW	SHOE CHAIN STORES; SHOE & LEATHER ASS'N.	HOTEL STATLER GRAND BALLROOM
	Preview of popular price Fall shoe fashions for press and trade, sponsored by the National Association of Shoe Chain Stores and the New England Shoe Association during Market Week, May 23 - May 28. Produced by Tom Lee. Association headquarters: 51 East 42nd St., MU. 2-8705. Fashion Director and Publicity: Mimi Aleinikoff, PL. 7-8290.		
Tuesday May 24 1:30 P.M. Luncheon	BENEFIT FASHIONS SHOW BY MARGARET NEWMAN	BENEFIT OF DENVER HOME FOR ASTHMATIC CHILDREN	TAVERN ON THE GREEN CENT. PK. W. AT 65TH
	Summer clothes by Margaret Newman will be shown at a luncheon show for benefit of the Denver Home for Asthmatic Children. For reservations, contact: Claire Leiban, UL. 9-0688. Margaret Newman Publicity: Ann Rabin, MU. 8-3823.		
Beginning Tuesday May 24- May 27	"PAIR-OFF SEPARATES" DESIGNED IN CALIFORNIA	KORET OF CALIFORNIA	GOTHAM HOTEL PRIVATE SUITE
	Koret of California will present Stephanie Koret's Fall sportswear collection, emphasizing "Pair-Off Separates". Director of showing and Publicity for Koret of California: Al Citron. Attendance by invitation or by appointment. Contact: Alice White, Abbott Kimball, PL. 3-9600.		
May 30	MEMORIAL DAY (Monday) Legal Holiday.		

MUSIC...MOVIES...THEATRES...TELEVISION

- Friday TELEVISION: "VANITY FAIR" CBS-TV, CHANNEL 2
 March 25 "How to Tailor with Paper Patterns" -- Estelle Keane, stylist of the
 1:30 P.M.- Simplicity Pattern Co., will demonstrate pattern alterations. Hostess:
 2:00 P.M. Dorothy Doan. Publicity: Helen Brattrud, PL. 5-2000.
- Sunday TELEVISION: "FASHIONS ON PARADE" TOP PRODUCTIONS, WABD, CHANNEL 5
 March 27 "Sunday in Spring" -- featuring fashions by Bienen-Davis Bags, Ceil
 8:00 P.M.- Chapman, Dorian Negligees, Gotham Hosiery, Marvella Pearls and Pfeifer-
 8:30 P.M. Newman Furs. Commentator: Adelaide Hawley. Publicity: Marion Mondschein,
 MU. 7-0272.
- Monday PREMIERE: "QUARTET" (Movie) SUTTON THEATRE, 205 EAST 57TH STREET
 March 28 J. Arthur Rank Production released by Eagle-Lion Films with the opening
 night premiere sponsored by The Overseas Press Club of America. The
 movie is based on four of W. Somerset Maugham's short stories: "The
 Colonel's Lady", "Alien Corn", "The Facts of Life", "The Kite", each pre-
 sented as a separate unit. Producer: Sydney Box. Directors: Kenneth
 Annakin and Harold French. Publicity: Jerry Dale, PL. 9-1500.
- Wednesday OPENING: "THE BIGGEST THIEF IN TOWN" MANSFIELD THEATRE, 47TH W. OF B'WAY
 March 30 Lee Sabinson presents a modern comedy by Dalton Trumbo starring Thomas
 Mitchell with Walter Abel, Rhys Williams, Dorothy Peterson, Russ Brown.
 Director: Herman Shumlin. Costumes: Eleanor Goldsmith. Publicity:
 Sam Freedman, PL. 7-4380.
- Wednesday PREMIERE: "PORTRAIT OF JENNIE" (Movie) RIVOLI THEATRE, B'WAY & 49TH STREET
 March 30 David O. Selznick's technicolor version of Robert Nathan's fantasy about
 an artist and the ethereal girl with whom he falls in love. Starring
 Joseph Cotten, Jennifer Jones, Ethel Barrymore. Director: William
 Dieterle. Music by Debussy. Premiere: Tuesday evening, March 29 at
 8:30 P.M. for benefit of Free Milk Fund for Babies. Seats: \$2.00 to \$5.00.
 Publicity: Nick Mamula, EL. 5-5323.
- Thursday OPENING: "THE TRAITOR" 48TH STREET THEATRE, EAST OF B'WAY
 March 31 Jed Harris will present the new Herman Wouk play starring Lee Tracy and
 Walter Hampden. Director: Jed Harris. Sets: Raymond Sovey. Costumes:
 Joseph Fretwell 3rd. Publicity: Marion Graham, Jean Dalrymple, MU. 5-3112.
- Friday PREMIERE: "THE FAN" (Movie) ROXY THEATRE, 50TH & 7TH AVENUE
 April 1 Twentieth Century Fox presents a screen adaptation of Oscar Wilde's
 satire "Lady Windermere's Fan". Starring Jeanne Crain, Madeleine
 Carroll, George Sanders. Producer and Director: Otto Preminger. Ward-
 robe: Rene Hubert. Publicity: Jeannette Sawyer, CO. 5-3320.
- Wednesday OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 49TH ST. & 8TH AVENUE
 April 6- Ringling Bros. and Barnum & Bailey Circus, with two performances daily
 May 8 (2:15 P.M. & 8:30 P.M.). Tickets: \$1.20 to \$6.00. Publicity: Roland
 Butler, CI. 6-6600.
- Thursday OPENING: "SOUTH PACIFIC" MAJESTIC THEATRE, 44TH ST. WEST OF B'WAY
 April 7 Richard Rodgers and Oscar Hammerstein 2nd, in association with Leland
 Hayward and Joshua Logan, present a new musical play based on the Pulitzer
 Prize Winning Novel by James A. Michener. Starring Mary Martin and Ezio
 Pinza. Scenery and Lighting: Jo Mielziner. Costumes: Motley. Publicity:
 Michel Mok, CI. 6-7889.